

## **Digital Activism: The Utilisation of Social Media Instagram @pulihkanjakarta in Campaigning for Environmental Issues**

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### **Abstrak**

*Isu lingkungan telah menjadi salah satu tantangan global yang paling mendesak dalam satu dekade terakhir. Menyadari perkembangan digitalisasi yang luar biasa saat ini, WALHI Jakarta juga menggunakan media baru dalam mengkampanyekan isu-isu lingkungan yang muncul, khususnya di wilayah DKI Jakarta. Dengan latar belakang yang telah disebutkan di atas, maka tujuan dari penelitian ini adalah untuk mengetahui bagaimana strategi komunikasi WALHI Jakarta dalam mengkampanyekan isu-isu lingkungan hidup, bagaimana WALHI Jakarta menggunakan media sosial dalam mengkampanyekan isu-isu lingkungan hidup dan aktivisme digital yang dilakukan WALHI Jakarta dalam mengkampanyekan isu-isu lingkungan hidup. Penelitian ini menggunakan pendekatan studi kasus. Penelitian ini menggunakan teori komunikasi bermedia komputer dan teori kekayaan media. WALHI Jakarta mengkampanyekan isu lingkungan hidup melalui tahap pencarian fakta, perencanaan, pelaksanaan aksi dan evaluasi. Hasil penelitian ini sangat penting untuk memahami publik, meningkatkan kesadaran publik, dan mengoptimalkan strategi media sosial. Secara keseluruhan, penelitian ini dapat meningkatkan komunikasi lingkungan dan pendidikan lingkungan bagi masyarakat. Penelitian ini juga diharapkan menjadi literatur ilmiah pada penelitian berikutnya yang berkaitan dengan strategi komunikasi organisasi, khususnya dalam penggunaan media sosial Instagram.*

**Kata Kunci:** *Aktivisme Digital, Instagram, Isu Lingkungan*

### **Abstract**

*Environmental issues have become one of the most pressing global challenges over the past decade. Recognising the tremendous development of digitalisation today, WALHI Jakarta also uses new media in campaigning for environmental issues that arise, especially in the DKI Jakarta area. With the background mentioned above, the purpose of this research is to find out how WALHI Jakarta's communication strategy in campaigning environmental issues, how WALHI Jakarta uses social media in campaigning environmental issues and digital activism carried out by WALHI Jakarta in campaigning environmental issues. This research uses a case study approach. This research uses computer mediated communication theory and media richness theory. WALHI Jakarta campaigns on environmental issues through fact-finding, planning, action implementation and evaluation. The results of the research on WALHI Jakarta's reception analysis of content on environmental issues on Instagram are crucial for understanding the public, increasing public awareness and optimising social media strategies. Overall, this research improves environmental communication and public environmental education. This research is also expected to be a scientific literature in future research related to organisational communication strategies, especially in the use of Instagram social media.*

**Keywords:** *Digital Activism, Instagram, Environmental Issues*

## INTRODUCTION

Environmental issues have become one of the most pressing global challenges over the past decade. Climate change, biodiversity loss, land degradation and pollution are major issues affecting the balance of ecosystems and the well-being of humanity. A good and healthy environment is stated as a 'human right and constitutional right of every citizen' in Article 28H Paragraph 1 of the 1945 Constitution (Dpr.go.id, n.d.).

Civil society, including environmental activists and organisations, has played an important role in the struggle to protect the environment and promote sustainable policies. One of the Non-Government Organisations (NGO) engaged in the environment is the Indonesian Forum for the Environment (WALHI).

Wahana Lingkungan Hidup Indonesia (WALHI) is the oldest and largest environmental advocacy organisation in Indonesia, founded in 1980 (Foei.org, n.d.). WALHI has 487 members from non-governmental organisations and nature lovers groups, as well as 203 individual members spread across 28 provinces of Indonesia (WALHI, 2023). In 1989, the IV National Environmental Meeting was held to discuss the environment, which resulted in common needs, recognising aspirations, facilitating coordination, exchanging information, and on the basis of this agreement, WALHI Jakarta was formed. WALHI Jakarta was established in 1989 after an agreement to establish Regional WALHIs, as a logical consequence of the struggle for democracy and decentralisation (WALHIJakarta, 2023).

As an environmental organisation, WALHI Jakarta mobilises the public to protect the environment. Jakarta as one of the cities representing Indonesia in the list of the most polluted big cities in the world is in the 10th position and Indonesia is ranked the first country with the highest pollution in Southeast Asia based on the World Air Quality (IQAir) report in 2023 (IQAir.com, n.d.). WALHI Jakarta, like other environmental NGO, conducts social movements or activism in the form of direct actions, such as campaigns, protests, demonstrations, community building, promoting ideas, letter writing and petitions. (Foundation, 2017). Social movements that occur in Indonesia are increasing, especially due to changing times and the widespread use of the internet and the emergence of various platforms in new media (Hapsari, 2014; Yesicha, 2023). Currently, there has been a shift where activism that is done directly is now not entirely done directly because there is new media that plays a role as a driver of the movement or activism, which is finally called digital activism.

Various studies on digital activism and new media have been conducted from various perspectives. Some studies that concentrate on digital activism in Indonesia include research on volunteer communities, social issues, and environmental challenges. Digital activism related to environmental issues has proven to be very successful, as seen in the environmental student organisation @KeSEMat, which uses Twitter for their activism. People engaged in more offline social interactions as a result of behavioural changes caused by expanded access to Twitter (Kapriani & Lubis, 2014). Another example involving a nature lovers group of the University of North Sumatra revealed that, as a result of inadequate preparation and execution, the group was unable to raise awareness and concern for the environment by using Instagram (Nurbani & Ananda, 2019).

Correspondingly, there is some literature that discusses social media and campaigns such as, a study of young people in Yogyakarta that concentrates on different groups also shows the effectiveness of social media as a social movement to draw attention to issues related to social, environmental, and educational problems. Social media serves as a useful tool for society to effectively keep pace with, remember, and enhance new youth community movements (Dewantara & Widhyharto, 2015).

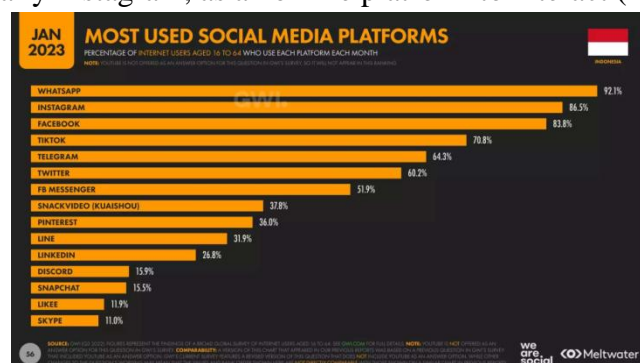
Social media, as a communication channel, plays an important role in generating responses to climate change. This research explores how young Africans use social media in climate change discussion and advocacy. The results showed that Facebook is a popular social media platform for discussing climate change among young people in Malawi, as 62.50% of participants used Facebook to talk about the issue (Chen & Kachali, 2020).

Public campaigns are one of the methods that media can use to increase public awareness and participation in climate change adaptation and mitigation efforts. The purpose of this research is to use digital media to develop various models and messages that can increase public understanding of the future impacts of climate change in Indonesia. The findings of this study show the beneficial effects of using social media campaigns to spread knowledge about climate change in Indonesia, ranging from lifestyle changes to increased awareness (Rizky et al., 2022).

In digital age, digital activism has become an important force for influencing public awareness and mobilising conscious action on environmental issues. Through the use of new media such as social media, blogs, video challenges and online campaigns, digital activism has expanded the reach of messages and enabled a wider audience around the world to participate.

The plastic-free march is held once a year to commemorate plastic-free day. This news was spread to the public through Instagram @pulihkanjakarta which collaborated with several other organisations so as to invite many people to join the march. Not only ordinary people who attended, some celebrities even the former minister of marine and fisheries Susi Pudjiastuti also enlivened the march. With the dissemination of this information or content, it is hoped that the use of plastic can be more wise and increase public awareness to take better care of the environment around them.

Based on a survey by Hootsuite (we are social) according to Indonesia Digital Report 2023, 167 million people in Indonesia, or 60.4% of the population, are active social media users. 86.5% of Indonesians use Instagram. The data shows how many Indonesians are now using new media, especially Instagram, as an online platform to interact (Riyanto, 2023).



### Figure 1 Most Popular Social Media 2023

Source: <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2023>

GWI's Indonesia Digital Report 2023 reveals that Instagram remains the 'favourite' social media platform among 16 to 24-year-old internet users. GWI data reveals that the number of 16- to 24-year-old women who identify short video services as their 'favourite' social platform has jumped by more than a third in the past year. The same data also revealed that young men are even more likely to choose Instagram over TikTok. This explains that Instagram users in 2023 are dominated by teenagers and young adults.

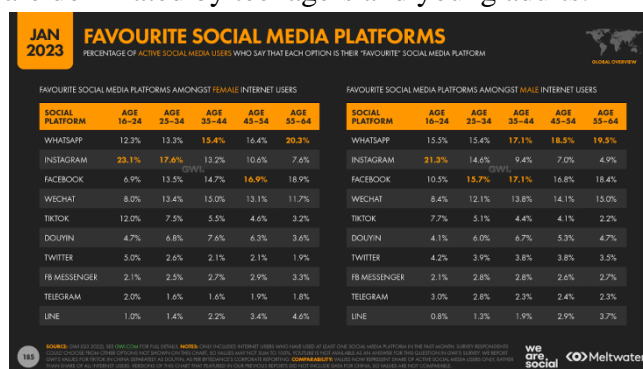


Figure 2 Social Media Preferences by Age and Gender

Source: <https://wearesocial.com/id/blog/2023/01/the-changing-world-of-digital-in-2023-2>

Recognising the tremendous development of digitalisation today, WALHI Jakarta participates in using new media in campaigning for environmental issues that arise, especially in the DKI Jakarta area. However, it is still unclear how WALHI Jakarta uses Instagram to deliver its campaign to the public. With the background mentioned above, the purpose of this research is to find out how WALHI Jakarta uses social media in campaigning for environmental issues.

## RESEARCH METHOD

This research uses qualitative research methods. Qualitative research methodology was used in this study. According to Fitrah, a qualitative approach is an approach that utilises descriptive data from observable people and actors in the form of written and spoken language (Fitrah & Luthfiyah., 2017). Qualitative research refers to aspects of value, quality, or significance of data. Quality, value or meaning can only be expressed and explained by linguistics, language, and words. Qualitative data in this study is used to see how the use of Instagram social media campaigns on environmental issues carried out by WALHI Jakarta.

This research uses a case study approach. A case study, according to (Stake, 1995) is a type of research technique in which researchers thoroughly examine a programme, event, activity, procedure, or group of people (Creswell, 2013). Case studies focus on a specific topic presented as a case that needs to be studied in depth to learn more about the background of a particular phenomenon. The case study approach was used to create a deeper understanding of the use of Instagram as a campaign medium for environmental issues for the community.

Data collection techniques are ways to collect field data so that research findings can be used and generate new hypotheses or discoveries. Various techniques were used in this study to collect data, including: (1) Observation, by collecting data, observing, recording and documenting the observed behaviour. (2) Interview, namely conducting interviews with several groups. The informant groups used in the qualitative approach are as follows: Key informants, in this research is the Regional Executive Director of WALHI Jakarta. The main informants, in this study, are WALHI Jakarta staff in the field of campaigning and social media WALHI Jakarta and Supporting informants, in this research are Instagram account followers as well as WALHI Jakarta volunteers. (3) Documentation, which is done by looking at or analysing existing documents.

The strategy that will be analysed in this research is in accordance with the communication strategy carried out by WALHI Jakarta using information obtained from key informants and expert informants, namely Suci Fitriah Tanjung as Executive Director and Muhammad Aminullah as Campaign and Media Staff of WALHI Jakarta.

## **RESULT AND DISCUSSIONS**

The discussion in this chapter is about the findings of the main research problem regarding communication strategies in an organisation by analysing the object of research using Media Richness Theory which is part of the theory of Computer Mediated Communication (CMC) by describing the use of Instagram social media applications.

### **Communication Strategy of WALHI Jakarta in Campaigning Environmental Issues**

Strategy is basically the planning and management of achieving the goals that companies and partnerships want to achieve. However, strategy only serves as an operational technique in companies or partnerships to achieve goals. Therefore, a long-term planning strategy is needed that supports the community in achieving goals in accordance with targets and segmentation (Freddy, 2006).

According to Effendy, a communication strategy is a very effective plan for delivering messages that are easily understood and accepted by communicants, so that behaviour or a person can change (Effendy, 2011). Kulvisaechna said the communication strategy consists of using different aspects of communication, including communication channels, communication formality, communication content and communication frequency (Kulvisaechna, 2001).

### **Fact Finding on Environmental Campaign Issues**

WALHI Jakarta started with thorough and structured research steps to collect data and information on environmental issues to be campaigned. WALHI Jakarta's research team conducted field surveys to collect key data directly from locations related to environmental issues. In addition, they also conducted documentation analysis, which examined scientific reports, statistical data, and official documents related to the issue. In addition, the research team also conducted extensive interviews with activists, government officials, local communities, environmental experts and people directly related to the environmental issues raised in this campaign, as Suci F. Tanjung as Executive Director during an interview;

*“Tim riset kita akan melakukan survei lapangan terlebih dahulu yang melibatkan pengumpulan data secara langsung dari lokasi-lokasi terkait lingkungan tersebut”.* (Our research team will first conduct a field survey that involves collecting data directly from locations related to the neighbourhood).

WALHI Jakarta uses a number of validation methods to ensure the accuracy and validity of the data collected. By comparing and verifying information from various sources, they triangulate the data. In addition, they also use a participatory approach by involving local communities in data collection and verification. WALHI Jakarta collaborates with independent research institutions, academics, and relevant non-governmental organisations to ensure that the data used in their campaigns is reliable and credible.

WALHI Jakarta organised public consultations and community participation. They organised open discussion forums, participatory workshops and consultation meetings with local communities, community groups and stakeholders, as Suci said;

*“Tapi karena setiap dari kita itu hidup dengan masyarakat sehari-hari jadi sebenarnya kita tau arahnya masyarakat seperti apa, lalu kemudian dibawa ke kantor untuk diolah bagaimana sih pandangan dari publik dan kemudian baru itu menjadi sebuah konten begitu, sekaligus untuk melihat reaksinya sih”.* (But because each of us lives with the public on a daily basis, we actually know what the direction of the public is, and then we bring it to the office to process the views of the public and then turn it into content, as well as to see the reaction).

WALHI Jakarta considers communities as partners in the research and advocacy process so that their voices and experiences are heard and recognised in environmental campaigns.

### **Environmental Campaign Programme Planning**

After obtaining some findings from the data and facts that occurred at the fact-finding stage, the next stage is planning and programming or plans and programmes that are used to complete or continue at the previous stage as a step towards achieving better goals.

WALHI Jakarta's communication programme places great emphasis on integrating various communication components. They created a comprehensive communication strategy that included media as well as online platforms. In addition, as part of their communication campaign, they also conduct direct activities such as demonstrations, community meetings and events that promote environmental awareness, as Suci revealed in the interview;

*“Kita menyebarkan pesan-pesan ini tidak hanya melalui media saja, tetapi juga partisipasi aktif dalam kegiatan nyata seperti demonstrasi, pertemuan masyarakat, dan acara lainnya”.* (We spread these messages not only through the media but also by actively participating in real activities such as demonstrations, community meetings and other events).

Moreover, she said;

*“Kalau dalam pengelolaan konten saja berangkat dulu dari perencanaan strategis. Perencanaan strategis ini munculnya itu dari rapat-rapat pengambilan dan keputusan yang ada di walhi”.* (In terms of content management, we depart first from strategic planning. This strategic planning emerges from meetings and decisions in Walhi).

WALHI Jakarta conducts planning starting from decision-making meetings which are then connected to WALHI's perspective and thinking. After that, it is processed based on studies and also the needs designed into a content with language that is more easily understood by the public.

This shows that WALHI Jakarta adjusts its target audience to disseminate its information. For example, people whose lack of education or economic capacity prevents them from accessing information on social media, WALHI Jakarta will go directly to the field to deliver the information. But for the main target, young people or people who can indeed capture information quickly and have access to the internet, information dissemination is also carried out by new media, one of which is social media.

This shows that WALHI Jakarta not only wants to disseminate information through the media, but there is also direct involvement and support from the community for environmental protection efforts. Thus, this communication strategy that uses Instagram social media reflects WALHI's commitment to changing people's understanding and actions on environmental issues.

### **Implementation of Environmental Campaign Communication Strategy**

This stage is the third stage, namely the taking action and communicating stage in the communication strategy, where the organisation carries out activities or programs that have been planned in the previous stage as a strategy in fostering relationships with the community.

WALHI Jakarta organises demonstrations, direct actions, community meetings, and environmental education events as part of their campaign. Through demonstrations and direct actions, they can draw public and media attention to the environmental issues they want to raise. Community meetings are also an important means to interact directly with the target audience and listen to their input and feedback. In addition to physical activities such as demonstrations, WALHI Jakarta also uses social media as a means to spread campaign messages to a wider audience. The use of social media allows them to interact directly with audiences, expand the reach of their messages, as well as build public awareness about the environmental issues being advocated.

In addition, WALHI Jakarta also does not hesitate to confront policies that are detrimental to the environment. They mobilise the masses to protest and speak out against development projects that damage natural ecosystems. By fighting for the interests of the people and natural habitats, they become a voice for the voiceless in the struggle for living space with large projects.

The communication strategy implemented by WALHI Jakarta involves various parties and utilises various communication channels to achieve their goals in fighting for the environmental issues they advocate.

### **Evaluation of Communication Strategy**

The fourth stage of the communication strategy is evaluation, which is the stage in the process of assessing what has been done in the previous stage, namely taking action and communications, as an implementation or result achieved for the programme carried out. Evaluation is the fourth phase of communication strategy. It is the phase of the process

where taking and communication, or the implementation or results of the programme, are assessed.

The evaluation phase carried out by the organisation for an activity that has been carried out based on statistical reports on Instagram. WALHI Jakarta sees the reaction or feedback from its followers based on engagement on its posts on Instagram. They will separate between the public or ordinary followers and their members, because WALHI members are also involved in this activism. After separating and knowing the engagement, then they will make upgrades.

WALHI Jakarta evaluates this by looking at how the public responds or reacts, for example if there are followers who like content, share content or provide advice/input on comments on content. With this, they can see how the public views it as a discourse that they must answer.

As such, WALHI Jakarta implements a holistic and evidence-based communication approach in their campaigns for environmental issues. Through a careful process of fact finding, structured communication planning and programmes, action taking based on in-depth analysis, and systematic evaluation, they strive to achieve significant positive impact in their efforts to protect and sustain the environment.

### **WALHI Jakarta's Social Media Communication Strategy**

The rapid development of communication technology today makes it easy for anyone to communicate anytime and anywhere, without having to meet face to face. This is the phenomenon of communication through the Internet network, or what is known as Computer-Mediated Communication (CMC).

Some components of CMC theory are subdivided into the 'media richness' theory of Richard Daft and Robert Lengel. The media richness of a verbal exchange era is decided by (1) its bandwidth or cappotential to transmit more than one cues, (2) its cappotential to provide on the spot feedback, (3) its cappotential to aid using herbal or conversational language, and (4) its non-public focus' (Thurlow et al., 2004).

**Immediacy,** An organisation will always consider good communication and prioritise building positive relationships with its followers. WALHI Jakarta has a large number of followers, so in this case, the organisation needs a medium that can help them disseminate information quickly. They use the social media application Instagram to do this. Instant dissemination of information is a good way to communicate with the public or followers, because it helps the public to stay abreast of the latest developments. According to (Daft & Lengel, 1984), 'immediacy of information is the ability of a medium to provide information on a regular basis and allow for rapid feedback'. This criterion is important for the media itself, but also in the communication process, as delays can lead to crucial issues being missed.

Instagram was chosen as a source of information for several reasons, such as the many features it offers. Compared to other social media, Instagram's audio, visual or video display is also a major source of information. This research found that the @pulihkanjakarta Instagram account uses the Instagram Stories and Feeds features to disseminate information. By using these two Instagram features, WALHI Jakarta can disseminate information regularly through @pulihkanjakarta including:



### 1. Instagram Stories

Instagram @pulihkanjakarta can continuously share information content through Instagram stories. This indicates that WALHI Jakarta uses the immediacy of information through Instagram @pulihkanjakarta to provide information to the public immediately, wherever they are, even though there is a 24-hour deadline for information dissemination.

### 2. Instagram Feeds

On the use of Instagram Feeds, the @pulihkanjakarta Instagram account regularly disseminates information content. In this case, researchers see that Instagram feeds are used to disseminate permanent information or information about issues, especially problems in the city of Jakarta. Not only that, @pulihkanjakarta Instagram feeds routinely create content for special days, such as international labour day, earth day, world water day, and religious celebration days.

It can be concluded that through the @pulihkanjakarta Instagram account, WALHI Jakarta is able to offer and use the latest information to its followers. This can also be seen from the feedback or reciprocity from followers who tend to say that the information shared by Instagram @pulihkanjakarta is quite updated and always offers the latest information. In this case, Instagram @pulihkanjakarta has been able to provide information regularly without making problems or forgetting important information and issues.

Then, by using immediacy in disseminating information, Instagram @pulihkanjakarta is considered a rich media because it can provide a lot of information to its audience by using qualified human resources. According to (Rumanti, 2002), this optimal immediacy of information can help public relations practitioners in building good communication between the company and the internal audience of the organisation, in accordance with the responsibilities of public relations. Because disseminating information routinely is tantamount to building communication and providing appropriate information to the public.

**Multiple clues,** The utilisation of cue diversity is a way of communicating by using different approaches that are different (Daft & Lengel, 1984). Analysis of the diversity of cues used by Instagram @pulihkanjakarta found that they used different approaches to disseminate informative posts. Firstly, they use the pin-post method to disseminate informative content; they pin the post to relevant content so that it remains at the top of their social media profile, so that the audience can understand the informative message they are disseminating.



**Figure 3 Pin Post**

Source: Instagram account @pulihkanjakarta

In this second approach, they create the right way to deliver information through engaging content. With this method, they integrate verbal and non-verbal communication into our posters. To ensure that both younger and older followers do not feel bored and clear when reading the text on the poster, they use verbal communication in their art or design approach by using image effects or by using current font model styles in the applied text.

On the other hand, non-verbal communication is a form of communication that uses packaging to convey messages without words. The third approach uses body gestures or attributes used on poster models to structure the poster design. By showing expressions, body gestures and clothing that have perceptions, it can clarify how people perceive the campaign message communicated in the distributed content.



**Figure 4 Campaign Props**

Source: Instagram account @pulihkanjakarta

The fourth approach is based on the type of content shared. On Instagram @pulihkanjakarta, they share information content using images, videos, and photos. This method is used to provide different information to the audience.

#### **Language variety**

Language variety is one of the abilities in increasing understanding by using a different language, word, or text. In this use, the @pulihkanjakarta Instagram account uses hashtags to categorise the information that is disseminated so that messages can fit into their respective categories or tags. According to (Atmoko, 2012) 'Hashtags are labels (tags) in the form of words that begin with a hash mark (#). Hashtags or tags are used to make it easier for employees to identify and access the information they need.

Another utilisation of language variation on @pulihkanjakarta Instagram is the campaign advocacy content. This campaign content includes information about various problems in Jakarta, such as environmental pollution, waste management, green open space, access to clean water, fossil energy use, privatisation of small islands, disaster management, and spatial planning, so that people know what to fix. This information is presented in a simple and easy-to-understand manner.

In this case, conveying the concept of ideas through Instagram @pulihkanjakarta will make people themselves become more aware, they will know and learn all the information, even though there is no clarity of the feedback obtained. To solve a problem, a public relations must plan concepts and images based on the ideas and images they develop.

(Cutlip et al., 2006) says that a public relations person can make good and clear plans to support programmes run by themselves.

#### **Personal source**

According to (Daft & Lengel, 1984) and in the book (Pace & Faules, 2006), 'personal sources focus on showing feelings and emotions. Personal sources are very important for communicating information to end users'.

According to the public's view, the information disseminated on Instagram @pulihkanjakarta is clear and well conveyed and correct. Instagram @pulihkanjakarta has adjusted all aspects of content display and content created, even so, Instagram @pulihkanjakarta still needs updates to provide the information needed by the community. With the participation of the community in the content of the @pulihkanjakarta Instagram account itself, it is beneficial for other communities.

By involving affected communities in the creation of information content, it shows that the information disseminated by the @pulihkanjakarta Instagram account is a fact, thus making people empathise and help each other. This is a crucial moment in public relations to encourage good communication between the two parties. According to (Jefkins, 2003), the role of public relations 'is the most important need in an organisation or institution because it plays a strong role in creating a good image'. This is the moment for public relations to create mutual understanding and communication and gain support from stakeholders.

#### **Digital Activism of WALHI Jakarta in Campaigning Environmental Issues**

The concept of digital activism emerged when technology could be used to promote social activities, especially in democratic countries. In recent years, various parties around the world have become increasingly aware of and interested in the ways in which digital technology, consisting of hardware such as mobile phones and supporting software such as the internet and social media, can be used to drive social and political change. Digital activism is the term used today to define and popularise these practices.

The phenomenon has emerged in various countries, scrutinised, explained and assessed in the media by journalists and academics from various disciplines. It has also been studied by professional activists interested in the digital world. The ultimate goal is not only to understand the phenomenon of activism, but also to find strategies and tactics to achieve the goals of activist practices (Joyce, 2010).

The use of digital technologies such as spreading messages, gathering support, mass mobilisation, collecting signatures, donations, and so on. In short, these actions start or generate attention in the online world, but do not leave with actions in the offline world. Digital activism usually utilises social media. WALHI Jakarta's main target group is young people, who have a great opportunity to use social media as a means to develop their activities, such as empowering communities and developing themselves as part of civil

society. Thus, they try to address the problems that exist in society and ask for the support and participation of the community to achieve their goals.

WALHI Jakarta approaches young people through the @pulihkanjakarta account by packaging creative programmes on various digital platforms, such as social media, one of which is Instagram, so that the messages conveyed can touch young people. The increasing number of digital generations who make social media a new pop culture, supported by the presence of new media that brings young people into the public sphere.

The activism mobilised by @pulihkanjakarta is carried out in a hybrid way, referring to actions that are connective and collective actions. WALHI Jakarta uses new media, one of which is Instagram social media to spread messages through digital content such as campaigns or joint events. WALHI Jakarta presents a variety of digital content that contains messages and calls for environmental awareness.

WALHI Jakarta opens voluntary participation for anyone who wants to participate in the organisation's programmes. Therefore, activism is not limited to official members of the Jakarta WALHI structure. WALHI Jakarta is responsible for coordinating or mobilising activism on environmental issues through organisationally activated actions. The people involved are those who follow what is on the agenda.

In previous research that researchers made reference to in this writing entitled Digital Activism and Empowerment Approaches to Utilising Environmental Issues on behalf of Inda Rizky Putri. In previous research, the object raised was the @saling.id community, while the author was @pulihkanjakarta. The result of this previous research is that the use of new media is carried out by forming online-based interaction spaces through social media Instagram, Facebook, YouTube, TikTok, and websites. The form of digital activism carried out is the use of hastags to build networks. The use of social media is used to share educational content wrapped in a popular approach. and the result of this research is that the Jakarta Walhi organisation conducts hybrid activism, which combines physical social movements with technology through social media and internet devices. WALHI Jakarta uses new media to strengthen hybrid activities by using social media, especially Instagram.

## CONCLUSION

Based on WALHI Jakarta's research findings regarding digital activism and the use of Instagram social media in environmental campaigns, it is recommended to optimise visual and narrative content to attract user attention, increase user interaction and engagement through Instagram's interactive features, and collaborate with influencers and communities to increase campaign reach. Data analysis is also important to track performance and tailor content to different audiences. This will have a greater impact on the development of educational programmes and ongoing campaigns. WALHI Jakarta's communication strategy, which aims to deliver environmental messages and encourage community participation in environmental conservation, is expected to be improved by increasing the team's capacity through regular training and a specialised team to monitor issues on social media. This research is also expected to become scientific literature for future research related to organisational communication strategies, especially in the use of Instagram social media.

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